



ACTIVE

LUCOZADE RIBENA  
SUNTORY

Active  
COMMUNITIES NETWORK

## / B Active

*Celebrating the first year of the partnership between Lucozade Ribena Suntory and Active Communities Network*

“ NOBODY EVER MOVED FORWARD  
STANDING STILL ”

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## Welcome

### Active Communities Network

Thank you for attending the B Active celebration at Westminster. Active Communities Network (ACN) is delighted to have been appointed lead partner organisation by Lucozade Ribena Suntory (LRS) and we are excited to be celebrating some of the achievements delivered during the first year of our partnership.

B Active was designed to give better access to sport and activity for young adults. It has been crafted and designed with localities in mind, supporting some of the UK's most disadvantaged areas. We recognised that traditional approaches have often failed to engage and affect behaviour change with 16-24 year olds, especially those who live in communities where opportunities are less available, compounded by poverty.

Over the course of 2018, over 4,000 young people aged between 16 and 24 have participated in new sport and physical activities. Crucially, B Active is a programme for young adults, designed and led by the young adults themselves. It's this approach that has helped to foster an inclusive and positive environment for young people and their community to thrive.

We were delighted to partner with LRS. The values and approach they have taken to working with young people has been one which mirrors our own. It was clear from the outset that both organisations are working towards the same goals which place the individual at the heart of a developmental journey and promotes youth voice. With partnership in mind, we must also thank our delivery partners – Newport Live and Achieve Potentials as well as the many local partners supporting the process of developing young people. This youth response is operating across five regions and will, in 2019, upscale to include Birmingham with our partners InUnity.

Learning and evidencing our impact is a core value of the charity. We are delighted to be partnering with Leeds Beckett University who are undertaking action research in Manchester to assess our impact and ensure that all parties learn from the programme to apply a 'what works' approach.

Thank you for making the effort to attend and we hope you enjoy the event and are inspired by the stories from young people and the great strides they are making.

Gary Stannett MBE  
Chief Executive  
Active Communities Network



## Case Study

### London - Michael, 19

Michael Kuku first attended ACN's sessions on the Aylesbury estate at the age of 11. He initially engaged on a local football project funded by Laureus Sport For Good Foundation wanting to improve his football skills. It was evident that sport was his outlet and he soon became a popular member at the session and his confidence grew. Unfortunately, school didn't see the same positive Michael that we saw and his poor behaviour led to him being sent to Nigeria at the age of 12 to learn about discipline.

On his return to the UK at the age of 14 Michael's confidence was the lowest it had been, but our youth workers spent time encouraging him to join the sessions and it soon paid off when he became a regular attendee. His self-esteem and confidence was soon back to where it had been and his determination and commitment led to him volunteering with our youth workers. With this new-found confidence and enhanced communication skills Michael started completing qualifications and his knowledge as a coach went from strength to strength.

With Michael at an all-time high, the B Active programme couldn't have come at a better time. Wanting to give back to his community and build a better future for young people in London he was not just looking for a way to personally develop but to also provide young people with similar opportunities to those he had been given.

The initial stages of the B Active programme gave Michael an opportunity to take ownership of the unique programme. He worked in conjunction with LRS to help develop the brand name, design the logo and volunteered on multiple sessions across South London.

When Lucozade Sport approached us regarding an opportunity for one young person to be involved in a film, we immediately thought about Michael due to his dedication and likeable personality. The film, shot at his family home, as well as a boxing gym and Wembley with Anthony Joshua, has provided Michael with an experience he will never forget and he has truly been inspired to work hard, be grateful and make the most of opportunities.

“ Meeting my idol Anthony Joshua is something I never expected to happen, and then when he was there, at my door step, inviting me into my own house I just couldn't believe it! The best words he said to me was, 'don't be that guy at 29 saying I wish I'd done it at 19, because you'll live a life of regret'. And now I fully follow that. ”



## About

### Active Communities Network

ACN is a sport for development charity which operates across the UK. The charity was established (late 2006) in response to a collection of community groups coming together to sustain a Sport England funding stream – The Active Communities Development Fund. With this in mind, the charity sought to challenge the ‘labelling’ of young people and community groups who were constantly demonised in the media. Policy responses reinforced such stereotypes, with the assumption being that without intervention, failure would ensue.

Originally branded as London Active Communities, the charity sought to develop a new way of working which focused on individual development within the context of providing communities with an approach that embraced social inclusion whilst acknowledging the complexities of socio-economic deprivation.

An area we recognise is the workforce. Our belief is that coaches, youth and community workers are the most integral cogs in developing people. We believe in investing in them to blend their skills and build their capacity. It is not the ball, bats, cones, track or field that create the social change we desire, it is the people who inspire, connect and ultimately provide learners with the tools to make a positive impact for themselves and their community.

With all this in mind, we sought to utilise sport as a method of engagement, a way of building trust and, ultimately, start a developmental journey supporting the community. We build people’s understanding and knowledge through informal education; we mobilise people to develop social action in the community; we accredit their skills development; we create new opportunities be it in employment avenues, peer networks, or with other providers. We celebrate achievement and ultimately we progress – develop people whereby they have the skills, confidence, knowledge and understanding of how to navigate through a complex system and have better life outcomes.

### Lucozade Ribena Suntory

Lucozade Ribena Suntory (LRS) is one of the leading soft drinks businesses in the UK and Ireland, and the proud owner of some of the nation’s best loved drinks, including Lucozade Sport, Lucozade Energy and Ribena.

LRS is driven by its role to have a positive impact on the lives of consumers, by providing them with a responsible choice of great-tasting drinks and enabling them to lead active lifestyles.

Through our ambitious Health & Wellbeing plan launched in 2017, we are investing £30 million over three years to help get the nation moving more. We are seeking to inspire 1 million people to move more through our Lucozade Sport ‘Made to Move’ campaign, fronted by unified world heavyweight champion Anthony Joshua OBE, and have launched a ‘Movement Fund’ to give better access to sport and activity for young adults living in some of the most deprived areas of the UK.

Active Communities Network is the first beneficiary of LRS’s ‘Movement Fund’ which is also funding academic research to assess the impact of the three-year scheme and the potential scalability of the delivery model.

## Case Study

### Manchester - Ellie, 16



In May 2018, B Active launched a new, free, open access boxing session for young people at the Moston and Collyhurst Boxing Club which Ellie started attending.

Initially Ellie engaged with the

idea to improve her physical health and learn a new skill, but she soon realised that these weekly sessions became a highlight of her week and somewhere she felt safe and positive.

As the only female at these sessions, Ellie was initially quite shy and lacked confidence. However, as the weeks developed and with support from the coaches and peers, Ellie has become more confident within the group, building her self-esteem and communication skills.

Ellie views our female staff as role models and something to aspire to and eventually wants to work in the sports for development sector.

Through these relationships and raised ambition, Ellie has now completed her Sport Leader Level 2 Award and hopes to become an official volunteer for the organisation within the next two months.

*“ I like the boxing workouts because we come here to train but we always have a laugh and there is a real family atmosphere. The programme keeps you disciplined and if I wasn't coming to these sessions I would probably be hanging around on the streets so it's good that we are given a purpose. ”*

### Newport - Dylan, 16

**NEWPORT LIVE  
CASNEWYDD FYW**  
Inspiring people to be happier and healthier

Dylan initially engaged in one of the football sessions running in Newport. He started as a quiet individual but was always very polite towards staff and his peers. However, it was obvious that Dylan lacked motivation and it was clear that his only interest was sport.

Through regular participation Dylan built relationships with his mentors which enabled him to improve his confidence and he soon went on to receive multiple qualifications to help improve his knowledge and skills as well as providing a way to give back to his community.

Through the B Active programme he has since completed his Sports Leaders Qualification and is now volunteering as part of the programme at the football community session in Bettws and Newport every Monday and Friday.

It is evident that his communication and leadership skills have all been elevated thanks to the B Active programme and the mentors at Newport Live. The programme has helped provide Dylan with direction and - since volunteering he has decided to continue his studies and is now

studying a BTEC in Sport. Dylan has shown massive improvement since starting his placement and is now confident enough to pursue a career in sports coaching.



## B Active - A partnership with Lucozade Ribena Suntory

The B Active programme is designed to engage young people aged 16-24 into sport and physical activity from some of the UK's most deprived communities, where health deprivation and many other socio-economic issues manifest. B Active is being delivered throughout the year in five different locations across the UK; London, Manchester, Belfast, Hull and Newport. The programme supports groups of young people to not only engage in activities but to improve their lifestyles, wellbeing and future prospects. We are also launching the programme in Birmingham in 2019.

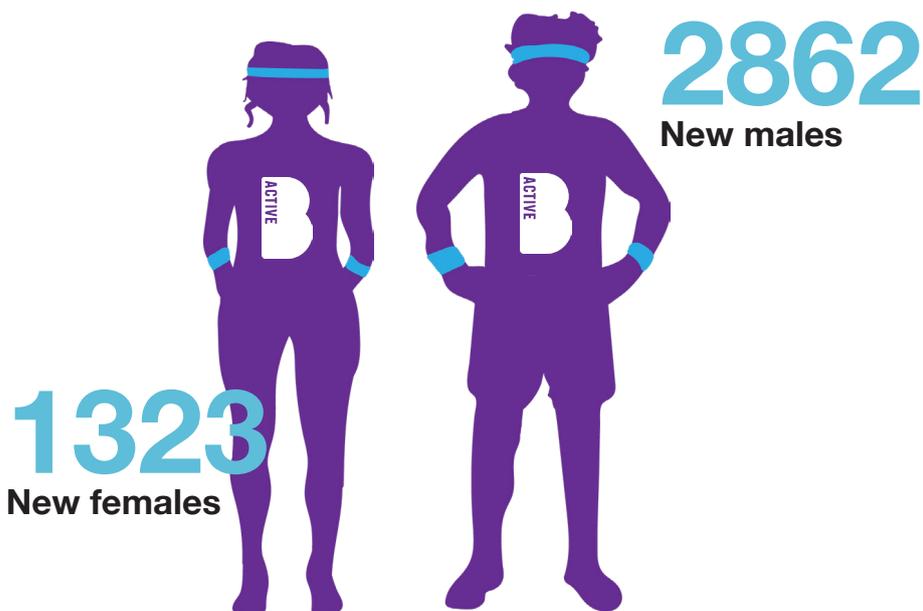
Volunteer youth workers have been recruited and trained to help deliver the programme which is tailored to the recipients' needs and interests. The sessions include a number of physical activities as well as opportunities for sessions on nutrition, mental health and wellbeing.

Volunteers of the programme achieve both accredited and non-accredited qualifications throughout the programme which will help for future development for themselves and their communities.

Outcomes for participants of the programmes are:

- ✓ More positive lifestyle leading to better physical health
- ✓ More positive lifestyle leading to better well-being and levels of self-efficacy
- ✓ Increased and sustained levels of participation in sport and physical activity
- ✓ Broadened horizons and greater aspirations to achieve
- ✓ Improved skills and knowledge applied through volunteering and social action





Since starting the programme in January 2018 we have engaged

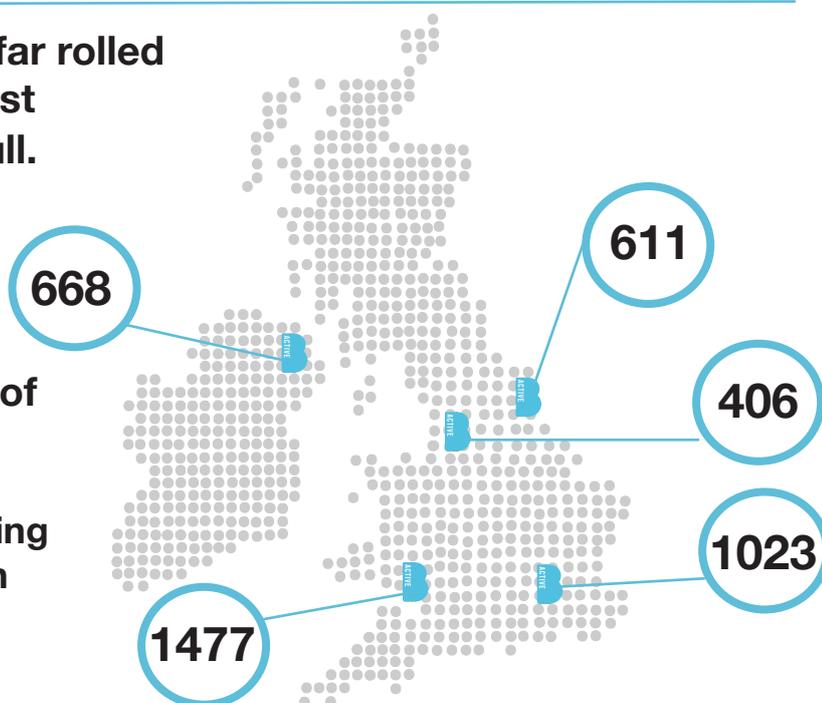
**4185**

new young people aged 16+

The B Active programme has so far rolled out in five regions: London, Belfast South Wales, Manchester and Hull.

All with the idea to:

- ✓ Improve physical health
- ✓ Improve well-being and levels of self-efficacy
- ✓ Inspire aspirations
- ✓ Improve knowledge of volunteering
- ✓ Increase levels of participation in physical activity



**3 in 7**

young people have participated in volunteering

**3000+**  
Hours of physical activity



## Summer Showcase



### MANCHESTER SUMMER SHOWCASE

Over 130 young people participated in a community football event facing teams from the local community and emergency services.

### BELFAST SUMMER SHOWCASE

A two week football tournament involving over 200 young people led to a finals day where they competed for the Belfast community championship and had the opportunity to try new sports.



### NEWPORT SUMMER SHOWCASE

Newport's one day showcase saw over 150 males participating in a football tournament and DJ workshop with a small group of females trying out different sports including netball and fitness classes such as spinning and zumba.

### LONDON SUMMER SHOWCASES

London had two summer showcases, one each side of the river. Brent hosted over 100 young people with Southwark/Lambeth seeing over 250 young people participate in sports such as football, basketball, tennis, fitness classes and an obstacle course.



### HULL SUMMER SHOWCASE

Hull had 250 young people participate in a range of sports including wheelchair basketball, tennis, curling, rounders and more.

## Deliverables

Deliverable targets were set and deemed realistic based on a commitment from LRS. In just six months, the programme exceeded these targets and have almost tripled the annual participation target.

Area	Key Performance indicator - 2018, 2019, 2020	Achieved
Young people aged 16-24 participating in new sports and physical activity 50 x weeks x 5 nights per week	1500	4185
Young people sustaining participation and progressing through achieving personal development milestones	1200	2328
Young people volunteering in their community	500	1162
Young people achieving accreditation in vocationally recognised qualifications	400	735
Local festivals and celebration events delivered	10	11

On a regional basis, the programme is broken down as follows:

Region	Participants	Personal Development	Volunteered	Accreditation	Festivals/ Celebrations	Onward pathways achieved
London	1023	783	318	176	3	103
Manchester	406	213	87	125	2	51
Belfast	668	381	278	183	2	93
Hull	611	319	267	153	2	60
Newport/ Gwent	1477	632	212	98	2	72
<b>Total</b>	<b>4185</b>	<b>2328</b>	<b>1162</b>	<b>735</b>	<b>11</b>	<b>379</b>

## Case Study

### Belfast - William, 24

William Hayes is 24 and from an area in Belfast that is described as one of the most deprived with increasingly high levels of poverty. William left school with no qualifications and became disengaged with any youth provisions in the area due to a lack of confidence and low self-esteem. William has never had a job and is a perfect example of a young person who can slip through the net.

William started his journey with Active Communities Network in May 2018. He initially engaged because of his love for sport and used it successfully as a social outlet.

### Hull - Ross and Ryan, 18



Ross and Ryan are identical twins who became regular attendees at our wheelchair sports sessions at Winifred Holtby Academy. The boys came to us from the 'Theme' category of students which were students with special educational needs.

They both enjoyed the sessions, despite an obvious lack of confidence in their own ability. However, once they became used to using the wheelchairs their self-belief began to increase. Ross and Ryan now excel in the chairs and can easily outdo most people, staff included! Confidence is at an all-time high, so much so that staff have to sometimes try and contain this!

Since joining the B Active programme William has benefited hugely in terms of increased confidence levels and self-esteem and increased motivation to start making more positive decisions within his life.

Through playing sports weekly, attending personal and social development sessions and having a mentor available to him, William has excelled and even gained a placement with the Féile an Phobail festival over the summer. In addition he has completed a Level 1 OCN in employment and has now just completed his first course within education.

William attended a week long training course to gain a Level 2 SIA. William has continued to show his support with

Because of their experience in the chair, and in order to try and curb their (at times) over confidence, Ross and Ryan began to take on the role of mentor for some of the younger, more inexperienced participants. This is a role the boys relished.

Having now turned 18, Ross and Ryan have become volunteers with Achieve Potentials, helping out at many sessions and events.

In addition, Ross and Ryan have also taken part in various training and awareness courses including first aid, sports leaders, bullying awareness and healthy eating etc.



regular volunteering and is keen to gain as many informal education opportunities as possible.

The progress William has made in a short space of time is a credit to himself and a great example of what young people are capable of when they are empowered with the confidence and belief that they can achieve the goals they set themselves.

Ross and Ryan continue to regularly attend wheelchair sports sessions and are always looking to deliver their own games, referee and generally help out where and when required.



## ACN Methodology



### VISION

*A WORLD WHERE EVERYONE HAS THE SAME OPPORTUNITY TO SUCCEED REGARDLESS OF BACKGROUND*

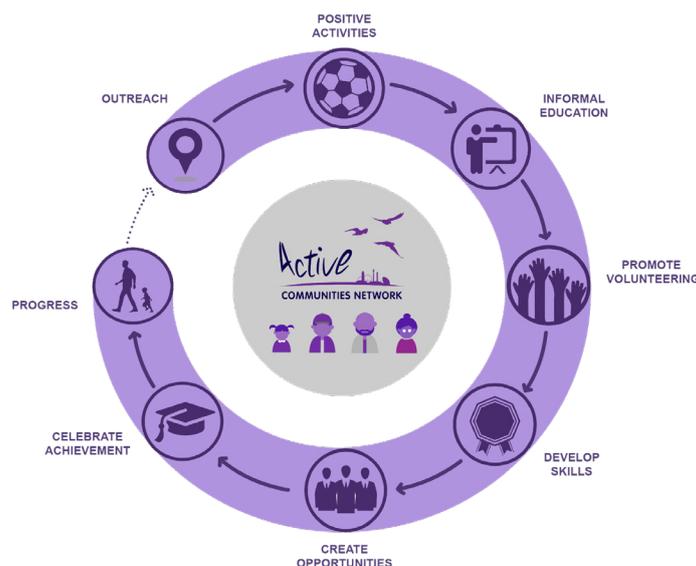


### MISSION

*TACKLE POVERTY, CREATE OPPORTUNITIES, INSPIRE CHANGE*

## HOW WE ACHIEVE THIS?

We apply our evidence based methodology in practice, taking a robustly evidenced model of practice deep into communities where extreme socio-economic deprivation exists.



## ORGANISATIONAL DELIVERY

In addition to our grass roots delivery, we have three other core functions:

- **Training and Workforce Services:** We support the other sports, community and youth based organisations to develop their volunteers, staff and workers so they have the skills and capacity to apply our methodology.
- **Research and Impact:** We continue to open our doors to independent scrutiny so we can learn from our programmes and communicate the impact. We continue to compile an evidence base which is focused at providing policy recommendations to make a difference in how sport and physical activity sits in wider social programming.
- **Supporting and driving network:** Over 200 like-minded organisations partner with us to develop the sport for development sector and partner in programmes and projects which contribute to this agenda. As a national lead agency, we support organisations within a wider umbrella collective of organisations using our methodology to develop their community.

## Benefiting the Community

Michelle Norman, External Affairs and Sustainability Director, Lucozade Ribena Suntory:

“We understand the positive impact that sport can have on both an individual and a community and so we’re thrilled to see that even its first year, B Active is already touching the lives of thousands of young people in areas that need it most.

All the great work to date wouldn’t be possible without the delivery partners and local councils that have supported the programme and we look forward to taking B Active into its next phase of growth, where we hope to see even more lives positively impacted by the LRS Movement Fund.”

Oliur Rahman, Director of External Affairs, Active Communities Network:

“Working with the community is essential to having a successful programme. Communication between housing associations, local authorities, local businesses, schools, the residents and young people is pivotal to ensure there is a shared vision. Partnering with LRS has enabled us to mobilise this partnership which is fundamental for a cohesive community.”

Councillor Kath Whittham, former Mayor of Southwark:

“Active Communities Network have been working in these areas for a long time. Expanding the programme with the 16 to 24s is especially important, it’s an age group that often gets neglected. It’s great to see such a positive partnership developing.”

Sarah Willis, Hyde Housing:

“Active Communities Network is an excellent community partner, delivering a range of activities on our estates that have enabled opportunity to take root, community engagement to increase and improved overall community cohesion. The programmes for young people aged 16+ have taken an asset based approach recognising that all young people have potential, but not all have equal opportunities and have significantly increased positive pathways.”



## Call to action

B Active has shown that sport and activity can boost self-confidence, give young people a sense of purpose and a way to gain new skills, build a sense of community and work as a stepping stone to encouraging volunteering. Unfortunately, we know that sport and physical activity levels are lowest in the most highly deprived communities – the very areas that could benefit most.

This is partly due to attitudes towards participation, a sense of exclusion from shared spaces, and a shortage of volunteers in the community. But ultimately, there has been a lack of investment in approaches that are proven to work.

Our experience has shown that investing in people, equipping them with the skills to give back to their communities and the confidence to come together through sport and activity can make a real difference.

To make the most of that potential, we're calling on the Government to bring together a national plan for closing the gap deprived communities face in sport and activity participation. B Active is proof positive of what can be done when we work together, and we want to see programmes like it rolled out across the country.

The potential reward lies not just in achieving an improvement in health outcomes, but in helping to radically boost young people's prospects and supporting those communities that need it most.





## Active Communities Network

*London*

The Clarence Centre  
6 St George's Circus  
London  
SE1 6F

02074 078 177

*Manchester*

Cariocca Enterprise Park  
2 Sawley Road  
Manchester  
M40 8BB

*Belfast*

Unit 8 Curran House  
155 Northumberland St  
Belfast  
BT13 2JF

02890 245 969

## Achieve Potentials

*Hull*

Princes House  
Wright Street  
Hull  
HU2 8HX

01482 632 586

## Newport Live

*Newport*

Newport International Sports  
Village  
Newport  
NP19 4RA

01633 656757



NEWPORT LIVE  
CASNEWYDD FYW  
Inspiring people to be happier and healthier

